

Attitudes Towards Photo Radar
Among City of Scottsdale Licensed Drivers
Update

January 2005

Prepared for
Scottsdale Police Department
Scottsdale, Arizona

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INTRODUCTION / METHODOLOGY

Photo radar and red light cameras have been operating in the City of Scottsdale for about six years.

The Scottsdale, Arizona, Police Department contracted with Behavior Research Center, Inc. to conduct a survey designed to provide an update regarding awareness and opinions of photo radar among licensed drivers residing in the City of Scottsdale. The survey was identical in wording to those used in 1997, 1999, 2000, and 2004 with the exception of one open-ended question which was added as of the 2000 study.

Respondent selection on this survey was accomplished utilizing random digit dial methods; the sample consisted of randomly generated telephone numbers selected from prefix banks proportionately representative of all working exchanges in the City of Scottsdale.

A total of 401 adults residing within the corporate boundaries of Scottsdale were interviewed between December 13, 2004, and December 30, 2004.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. An estimate of the sample error range for this survey is provided in the following table.

Sample Size	Approximate Sampling Error at 95% Confidence Level (Plus/Minus Percentage of Sampling Tolerance)
401	5.0%
200	7.1
100	10.0
50	14.1

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A copy of the questionnaire is appended to this report.

## EXECUTIVE SUMMARY

- As in the prior studies, awareness of the use of photo radar and red light cameras in Scottsdale remains almost universal, while awareness of the Focus on Safety program remains low.
- Awareness among Scottsdale residents of publicity or new stories about it has increased markedly in the past year. Radio traffic reports remain the primary source of awareness.
- Among those who recall publicity or news stories about the program, six in ten report becoming more supportive of the program as a result of what they heard.
- Overall support for the program continues at a high level, with three-quarters reporting support for the program. Support among younger drivers has grown significantly in the past year.
- Respondents continue to identify “reducing the number of people who run red lights,” “improving traffic safety” and a reduction in speeding in Scottsdale as the principle benefits of the program.
- Almost half of all drivers and six in ten younger drivers report they are more careful to observe speed limits and traffic regulations than they were before the program began, and are more conscientious in Scottsdale than they are when driving in other Valley cities that do not have photo radar and red light cameras.
- Consistent with findings in the prior surveys, respondents believe other Scottsdale drivers are less supportive of the program than the study indicates. About one-fourth believe a majority supports the program and about the same number believe most oppose it.
- Overall, women are more supportive of the program than men – again, a finding consistent with prior surveys, but support for the program among men has risen in the last year.

## SUMMARY OF FINDINGS

### AWARENESS AND KNOWLEDGE

#### Focus on Safety

Awareness of the "Focus on Safety" program among Scottsdale licensed drivers remains low. Just over one in ten report being familiar with the name. For nine of ten, this was the first time they had heard of the program.

*"There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?"*

|                     | 2005 | 2004 | 2001 | 2000 | 1999 | 1997 |
|---------------------|------|------|------|------|------|------|
| A great deal        | 1%   | 3%   | 2%   | 3%   | 4%   | 3%   |
| Some                | 4    | 4    | 3    | 2    | 5    | 7    |
| Only a little       | 7    | 12   | 14   | 12   | 13   | 12   |
| First time heard of | 87   | 80   | 80   | 82   | 75   | 77   |
| Unsure              | 1    | 1    | 1    | 1    | 3    | 1    |

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Photo Radar & Red Light Cameras

Awareness of the operation of photo radar and red light cameras in Scottsdale remains virtually universal.

"As far as you know, are photo radar and red light cameras operating in Scottsdale?"

	2005	2004	2001	2000	1999	1997
Yes	97%	95%	98%	93%	94%	97%
No	1	2	1	6	4	1
Unsure	2	3	1	1	2	2

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### Publicity or Reporting About Photo Radar & Red Light Cameras

Respondents were asked a series of questions about their recall of publicity or news stories related to photo radar and red light cameras.

Over half recall publicity or news, a 21-point increase in awareness from the 2004 survey.

As can be seen in the following table, awareness of publicity increases with the age of residents.

*"In the past few months, have you seen any publicity or reporting about photo radar and red light cameras?"*

|               | <u>Yes</u> | <u>No</u> | <u>Unsure</u> |
|---------------|------------|-----------|---------------|
| <u>TOTAL</u>  | 54%        | 44%       | 2%            |
| <u>GENDER</u> |            |           |               |
| Male          | 57         | 42        | 1             |
| Female        | 52         | 46        | 2             |
| <u>AGE</u>    |            |           |               |
| 18 to 24      | 38         | 62        | 0             |
| 25 to 34      | 42         | 53        | 5             |
| 35 to 54      | 52         | 48        | 0             |
| 55 and over   | 66         | 32        | 2             |

Note: Table reads across

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Those recalling reporting or publicity were asked to recount what they remembered most about the publicity or reporting they had seen.

The proportion recalling negative stories doubled from last year, to 20 percent.

Positive stories are recalled by three in ten.

Over half recall neutral or descriptive stories. Only five percent of respondents had no specific recall.

"What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?"

	<u>2005</u>	<u>2004</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1997</u>
<u>POSITIVE</u>	<u>27%</u>	<u>31%</u>	<u>26%</u>	<u>36%</u>	<u>27%</u>	<u>34%</u>
<u>SAFETY IMPROVEMENTS (NET)</u>	<u>19%</u>	<u>21%</u>	<u>18%</u>	<u>21%</u>	<u>22%</u>	<u>19%</u>
It's working-has reduced violations,						
accidents, violators are getting caught	14	17	12	10	9	18
Has reduced accidents	2	3	3	7	12	0
Has made the roads safer	3	2	3	6	4	1
<u>SUPPORT OF IT (NET)</u>	<u>11%</u>	<u>11%</u>	<u>11%</u>	<u>15%</u>	<u>6%</u>	<u>13%</u>
Other cities want to start using it	8	10	8	8	2	3
People support it	3	0	2	7	2	2
They're planning to add more	0	0	0	0	2	0
City government is trying to justify it's use						
planning to use it	0	2	1	0	1	7
<u>NEUTRAL/DESCRIPTIVE</u>	<u>57%</u>	<u>47%</u>	<u>54%</u>	<u>35%</u>	<u>52%</u>	<u>45%</u>
<u>LOCATION (NET)</u>	<u>27%</u>	<u>14%</u>	<u>23%</u>	<u>14%</u>	<u>19%</u>	<u>9%</u>
<u>GENERAL AWARENESS (NET)</u>	<u>24%</u>	<u>22%</u>	<u>23%</u>	0	0	0
They are out there	12	21	17	0	0	0
Slogan - Brake on Yellow, Stop on Red	0	1	6	0	0	0
Discuss using on freeway	9	0	0	0	0	0
Money involved	3	0	0	0	0	0
<u>LEGALITY</u>	<u>3%</u>	<u>3%</u>	<u>4%</u>	<u>10%</u>	<u>7%</u>	<u>14%</u>
Court cases-people fighting tickets	2	3	4	9	7	13
Legal issues-whether it's legal or not	1	0	0	2	0	2
<u>SIGNS (NET)</u>	<u>2%</u>	<u>5%</u>	<u>4%</u>	<u>5%</u>	<u>5%</u>	<u>4%</u>
Have seen alert signs	2	5	4	5	5	4
<u>CONTROVERSY (NET)</u>	<u>2%</u>	<u>2%</u>	<u>1%</u>	<u>1%</u>	<u>2%</u>	<u>8%</u>
It's controversial	2	2	1	1	2	8
<u>HOW IT WORKS (NET)</u>	<u>3%</u>	<u>2%</u>	<u>1%</u>	<u>5%</u>	<u>4%</u>	<u>3%</u>
<u>NEGATIVE</u>	<u>20%</u>	<u>10%</u>	<u>13%</u>	<u>15%</u>	<u>25%</u>	<u>34%</u>
People are against it	8	2	3	6	10	20
Have read or seen news against it	1	1	3	8	4	2
They might get rid of it	0	0	1	0	0	3
Petition drive against it	0	0	0	1	0	2
Need more police, not cameras	2	0	0	0	0	0
Equipment expensive	3	0	0	0	0	0
Inaccurate	2	0	0	0	0	0
Money going to third party	2	0	0	0	0	0
Fines expensive	1	0	4	0	0	0
<u>VIOLATES OUR RIGHTS/UNFAIR/UNCONSTITUTIONAL</u>	<u>1%</u>	<u>7%</u>	<u>1%</u>	<u>0%</u>	<u>2%</u>	<u>4%</u>
Can't recall	5%	14%	11%	19%	18%	11%

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As in the prior surveys, respondents were read a list of five different venues where they might have seen advertising or other publicity about photo radar and red light cameras.

Overall, results are generally consistent with those from prior surveys, although all five declined from 2004.

Radio traffic reports are the primary source, with half recalling having heard about photo radar and red light cameras via this medium.

The proportion recalling flyers sent with water bills has declined from 22 to 12 percent since the 2001 study.

*"Do you recall seeing or hearing about photo radar and red light cameras?"*

|                                             | Yes | No  | Unsure |
|---------------------------------------------|-----|-----|--------|
| On radio traffic reports                    | 49% | 49% | 2%     |
| In posters or information cards             | 12  | 87  | 1      |
| In flyers sent with water bills             | 12  | 80  | 8      |
| At demonstrations by the Scottsdale Police  | 6   | 88  | 6      |
| During movie theaters' pre-film advertising | 6   | 90  | 4      |

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Some differences are evident in recall of these venues with regard to age and gender of drivers. These are summarized in the following table.

% WHO HAVE SEEN OR HEARD ABOUT
PHOTO RADAR AND RED LIGHT CAMERAS

	On Radio Traffic Reports	In Posters or Information Cards	In Flyers Sent with Water Bills	At Demon- strations by the Scottsdale Police	During Movie Theater's Pre-Film Advertising
<u>TOTAL</u>	49%	12%	12%	6%	6%
<u>GENDER</u>					
Male	47	16	8	8	6
Female	51	8	18	3	5
<u>AGE</u>					
18 to 24	50	38	0	25	13
25 to 34	53	7	13	0	0
35 to 54	57	8	13	5	8
55 and over	41	14	13	6	5
<u>FOCUS ON SAFETY</u>					
Aware	74	19	12	10	10
First time heard of	44	11	12	5	5
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Further, Scottsdale drivers were asked about other venues where they had seen or heard about photo radar and red light cameras.

One-third report they have seen or heard about photo radar and red light cameras on television or have read about them in newspapers.

News on radio is cited as a source of awareness by nine percent, the lowest reading registered since these studies began.

*"Where else have you seen or heard about photo radar and red light cameras?"*

	2005	2004	2001	2000	1999	1997
News on T.V.	34%	28%	35%	29%	29%	39%
Stories in newspapers	32	28	26	20	31	21
News on radio	9	17	14	12	21	20
Other cities or towns	5	10	7	0	0	0
Street signs/traffic lights	12	4	5	0	7	11
Editorials in newspapers	8	5	6	11	4	10
Friends, relatives	5	1	3	0	4	5
Other	5	5	2	15	10	4
None	10	17	17	17	6	21

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After the questions addressing the issues of awareness, drivers were asked if their views of photo radar and red light cameras had changed.

Six in ten indicate they are more supportive of photo radar and red light cameras. The proportion less supportive moved down four points from a year ago.

"Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?"

| | 2005 | 2004 | 2001 | 2000 | 1999 | 1997 |
|-----------------|------|------|------|------|------|------|
| More supportive | 58% | 60% | 63% | 65% | 63% | 51% |
| Less supportive | 12 | 16 | 9 | 6 | 9 | 18 |
| No difference | 29 | 22 | 26 | 28 | 26 | 27 |
| Not sure | 1 | 2 | 2 | 1 | 2 | 4 |

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A review of these data for driver segments reveals drivers aged 25 and over are more supportive than younger drivers, and drivers 55 and older are most driven to support by publicity.

<u>N = 129</u>	<u>More Supportive</u>	<u>Less Supportive</u>	<u>No Difference</u>
<u>TOTAL</u>	58%	12%	22%
<u>GENDER</u>			
Male	52	19	28
Female	65	4	31
<u>AGE</u>			
18 to 24	14	29	57
25 to 34	50	0	50
35 to 54	53	17	30
55 and over	76	6	17

Note: Table reads across

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IMPACT OF THE PROGRAM

Scottsdale drivers were asked about the impact of the program on a series of specific dimensions.

Three in ten feel the program has “done a great deal” to “*reduce the number of people who run red lights*”, and one-fourth to “*cut down on speeding*” in the City.

One-fourth also feel the program has “*done a great deal*” to “*improve traffic safety in Scottsdale*.”

“Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to...”

| | A Great
Deal | Some | Only a
Little | Unsure |
|--|-----------------|------|------------------|--------|
| Reduce number of people who run red lights | 30% | 38% | 16% | 16% |
| Improve traffic safety in Scottsdale | 24 | 38 | 25 | 13 |
| Cut down on speeding in city | 23 | 33 | 28 | 16 |
| Slow down traffic in general | 19 | 39 | 28 | 14 |
| Reduce the number of collisions | 12 | 37 | 22 | 29 |
| Save tax payer dollars | 9 | 19 | 27 | 45 |
| Prevent insurance rates from increasing | 10 | 19 | 33 | 38 |

Note: Table reads across

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The next table displays these data by age groups.

	<u>% FEEL PROGRAM HAS DONE A GREAT DEAL</u>				
	Total	18 to 24	25 to 34	35 to 54	55 and over
Reduce the number of people who run red lights	30%	40%	37%	24%	31%
Cut down on speeding in the city	23	40	20	18	27
Improve traffic safety in Scottsdale	24	20	14	22	32
Slow down traffic in general	19	30	17	17	18
Reduce the number of collisions	12	10	9	14	13
Save taxpayer dollars	9	10	6	9	10
Prevent insurance rates from increasing	10	20	3	9	12
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Drivers were also asked to compare their current driving habits with those before photo radar was operating in Scottsdale and compared to driving habits when in neighboring cities that do not have photo radar.

Those most likely to be more careful in the presence of photo radar and red light cameras are drivers under 25 years of age.

"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar?"

	More Careful	Not More Careful/No Difference	Unsure
<u>TOTAL</u>	43%	56%	1%
<u>GENDER</u>			
Male	42	57	1
Female	43	57	0
<u>AGE</u>			
18 to 24	67	28	5
25 to 34	36	64	0
35 to 54	42	58	0
55 and over	42	57	1

Note: Table reads across

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*"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there?"*

|               | More<br>Careful | Not More<br>Careful/No<br>Difference | Unsure |
|---------------|-----------------|--------------------------------------|--------|
| <u>TOTAL</u>  | 45%             | 52%                                  | 3%     |
| <u>GENDER</u> |                 |                                      |        |
| Male          | 46              | 50                                   | 4      |
| Female        | 44              | 54                                   | 2      |
| <u>AGE</u>    |                 |                                      |        |
| 18 to 24      | 57              | 33                                   | 10     |
| 25 to 34      | 33              | 64                                   | 3      |
| 35 to 54      | 50              | 48                                   | 2      |
| 55 and over   | 44              | 54                                   | 2      |

Note: Table reads across

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OPINIONS OF THE PROGRAM

Support for the use of photo radar and red light cameras is up three points from 2004. Seventeen percent remain opposed and six percent are unsure.

Consistent with prior surveys, women remain more supportive than men, but support among men rose six points in the last year.

"In general, do you support or oppose the use of photo radar and red light cameras?"

	<u>Support</u>	<u>Oppose</u>	<u>Not Sure</u>
<u>TOTAL</u>	77%	17%	6%
<u>GENDER</u>			
Male	71	22	7
Female	82	13	5
<u>AGE</u>			
18 to 24	71	24	5
25 to 34	81	14	5
35 to 54	70	24	6
55 and over	83	10	7

Note: Table reads across

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Respondents were also asked for their perception of how other Scottsdale drivers feel about the program.

Results are roughly similar to those recorded in the prior surveys. While over three-quarters report they support the use of photo radar and red light cameras, they feel only one-fourth of other Scottsdale drivers support the program.

*"Thinking about other Scottsdale drivers, which of the following best describes how you think they feel?"*

|                                                    | 2005 | 2004 | 2001 | 2000 | 1999 | 1997 |
|----------------------------------------------------|------|------|------|------|------|------|
| Almost everyone supports it                        | 3%   | 5%   | 2%   | 4%   | 4%   | 1%   |
| Majority supports it                               | 22   | 24   | 23   | 23   | 21   | 20   |
| Evenly divided between supporters<br>and opponents | 40   | 36   | 43   | 39   | 40   | 36   |
| Majority oppose it                                 | 21   | 14   | 16   | 17   | 18   | 25   |
| Almost everyone opposes it                         | 3    | 5    | 6    | 7    | 6    | 5    |
| Not sure                                           | 11   | 16   | 10   | 10   | 11   | 13   |
| ~~~~~                                              |      |      |      |      |      |      |

The next table displays these data by gender and age.

|               | Almost<br>Everyone/<br>Majority<br>Supports It | Evenly Divided<br>Between<br>Supporters and<br>Opponents | Majority/<br>Almost<br>Everyone<br>Opposes It | Unsure |
|---------------|------------------------------------------------|----------------------------------------------------------|-----------------------------------------------|--------|
| <u>TOTAL</u>  | 25%                                            | 40%                                                      | 24%                                           | 11%    |
| <u>GENDER</u> |                                                |                                                          |                                               |        |
| Male          | 23                                             | 40                                                       | 29                                            | 8      |
| Female        | 28                                             | 39                                                       | 18                                            | 15     |
| <u>AGE</u>    |                                                |                                                          |                                               |        |
| 18 to 24      | 29                                             | 38                                                       | 29                                            | 4      |
| 25 to 34      | 22                                             | 50                                                       | 25                                            | 3      |
| 35 to 54      | 20                                             | 37                                                       | 33                                            | 10     |
| 55 and over   | 32                                             | 38                                                       | 13                                            | 17     |

Note: Table reads across

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Respondents were asked why they feel as they do to the prior question.

<u>POSITIVE</u>	
Safety issues	13%
General support	15
<u>NEUTRAL</u>	21%
<u>NEGATIVE</u>	
Lack of support	19
Will not solve problems	11
Unfair	7
Not cost effective	3
Don't know	18

Total exceeds 100% due to multiple responses

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Survey respondents were then advised that 35 percent of collisions are due to speeding and six percent to the running of red lights. They were then asked how they felt about photo radar and how they felt about redlight cameras.

Results are virtually identical to those found a year ago.

*"Statistics show that, 35 percent of collisions are due to speeding and 6 percent of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards..."*

|                   | More | Less | No<br>Difference | Unsure |
|-------------------|------|------|------------------|--------|
| Photo radar       | 71%  | 13%  | 14               | 2%     |
| Red light cameras | 79   | 11   | 8                | 2      |

Note: Table reads across

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Next, as an overall measure of support or opposition, Scottsdale drivers were asked if they support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale.

Three-fourths support the program, about the same as in 2004. Sixteen percent oppose the program and eight percent are unsure.

"Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?"

	2005	2004	2001	2000	1999	1997
Support	76%	77%	77%	78%	80%	75%
Oppose	16	18	13	18	17	20
No change/Not sure	8	5	10	4	3	5

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A review among the subgroups again reveals that women are significantly more supportive than men.

|               | Support | Oppose | No Change/<br>Not Sure |
|---------------|---------|--------|------------------------|
| <u>TOTAL</u>  | 76%     | 16%    | 8%                     |
| <u>GENDER</u> |         |        |                        |
| Male          | 68      | 21     | 11                     |
| Female        | 85      | 11     | 4                      |
| <u>AGE</u>    |         |        |                        |
| 18 to 24      | 67      | 24     | 9                      |
| 25 to 34      | 72      | 14     | 14                     |
| 35 to 54      | 73      | 22     | 5                      |
| 55 and over   | 83      | 10     | 7                      |

Note: Table reads across.

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Three-quarters of Scottsdale drivers feel that photo radar and red light cameras should be used in more locations around the city. The proportion opposed remained constant from a year ago.

"Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?"

	2005	2004	2001	2000	1999	1997
Strongly agree	37%	36%	35%	38%	39%	34%
Agree	37	37	42	37	33	34
Disagree	14	14	13	15	16	16
Strongly disagree	9	9	6	8	9	13
Unsure	3	4	4	2	3	2

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As was seen in the prior surveys, women are also more likely than men to support expansion of the program. Support for program expansion increased among drivers aged 35 and under.

|               | Strongly Agree/Agree | Disagree/Strongly Disagree | Strongly Disagree |
|---------------|----------------------|----------------------------|-------------------|
| <u>TOTAL</u>  | 74%                  | 23%                        | 3%                |
| <u>GENDER</u> |                      |                            |                   |
| Male          | 69                   | 28                         | 3                 |
| Female        | 81                   | 17                         | 2                 |
| <u>AGE</u>    |                      |                            |                   |
| 18 to 24      | 81                   | 14                         | 5                 |
| 25 to 34      | 81                   | 19                         | 0                 |
| 35 to 54      | 65                   | 32                         | 3                 |
| 55 and over   | 80                   | 16                         | 4                 |

Note: Table reads across

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PERSONAL EXPERIENCE WITH THE PROGRAM

Ten percent of Scottsdale drivers report they received a citation for speeding in Scottsdale in the past year, almost double the results from 2004.

"In the past year, have you personally received a citation for speeding in Scottsdale?"

	<u>% Yes</u>
<u>TOTAL</u>	10%
<u>GENDER</u>	
Male	8
Female	12
<u>AGE</u>	
18 to 24	5
25 to 34	19
35 to 54	10
55 and over	7

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Seven in ten report the tickets were based on photo radar; almost one-third were given the ticket by a police officer, the highest percentage found since these studies began.

*"Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?"*

|                | <u>2004</u> | <u>2001</u> | <u>2000</u> | <u>1999</u> | <u>1997</u> |
|----------------|-------------|-------------|-------------|-------------|-------------|
| Photo radar    | 68%         | 88%         | 79%         | 68%         | 76%         |
| Police officer | 32          | 4           | 21          | 28          | 24          |

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Just six in ten of those who received a speeding ticket agree that they have become more attentive drivers as a result of receiving the ticket. This reflects a notable decrease from 2004, but is more in line with the prior studies.

"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"

	2005	2004	2001	2000	1999	1997
Agree	62%	80%	58%	75%	68%	59%
Disagree/unsure	38	20	38	25	24	35

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As in the prior studies, one percent of Scottsdale drivers report receiving a citation for running a red light in the past year.

Seven in ten report the ticket was based on a red light camera, and fewer than six in ten agree they have become more attentive drivers as a result of the citation.

*"In the past year, have you personally received a citation for running a red light in Scottsdale?"*

|     | 2004 | 2001 | 2000 | 1999 | 1997 |
|-----|------|------|------|------|------|
| Yes | 1%   | 1%   | 1%   | 1%   | 1%   |
| No  | 99   | 99   | 99   | 98   | 99   |

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"Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?"

	2005	2004	2001	2000	1999	1997
Red light camera	71%	67%	100%	75%	67%	60%
Police officer	29	33	0	25	33	40

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*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

|          | 2005 | 2004 | 2001 | 2000 | 1999 | 1997 |
|----------|------|------|------|------|------|------|
| Agree    | 57%  | 100% | 100% | 50%  | 83   | 40%  |
| Disagree | 14   | 0    | 0    | 50   | 17   | 40   |
| Unsure   | 29   | 0    | 0    | 0    | 0    | 20   |

~~~~~

One-fourth of Scottsdale drivers report they or someone they know has been in a car crash in the past 12 months.

The likelihood of being in a crash or knowing someone who was is, again, notably above average among those under 25.

Half indicate they have become more attentive drivers.

"Have you, or anyone you know been in a car crash in the past 12 months?"

	2005	2004	2001	2000	1999	1997
Yes	25%	21%	22%	21%	24	22%
No	75	79	78	79	75	77
Unsure	0	0	0	0	1	1

~~~~~



|              | <u>% Yes</u> |             |             |             |             |             |
|--------------|--------------|-------------|-------------|-------------|-------------|-------------|
|              | <u>2005</u>  | <u>2004</u> | <u>2001</u> | <u>2000</u> | <u>1999</u> | <u>1997</u> |
| <u>TOTAL</u> | 25%          | 21%         | 22%         | 21%         | 24%         | 22%         |
| <u>AGE</u>   |              |             |             |             |             |             |
| 18 to 24     | 48           | 55          | 31          | 50          | 38          | 47          |
| 25 to 34     | 28           | 35          | 31          | 24          | 34          | 33          |
| 35 to 54     | 26           | 19          | 24          | 21          | 20          | 23          |
| 55 and over  | 17           | 16          | 16          | 14          | 22          | 13          |
| ~~~~~        |              |             |             |             |             |             |

*"Would you agree or disagree that as a result of that crash,  
you have become a more attentive driver?"*

|          | <u>2005</u> | <u>2004</u> | <u>2001</u> | <u>2000</u> | <u>1999</u> | <u>1997</u> |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| Agree    | 51%         | 55%         | 49%         | 50%         | 59%         | 47%         |
| Disagree | 34          | 42          | 45          | 44          | 37          | 43          |
| Unsure   | 15          | 3           | 6           | 6           | 4           | 10          |
| ~~~~~    |             |             |             |             |             |             |

## SUGGESTED CHANGES IN SCOTTSDALE TRAFFIC ENFORCEMENT PROGRAM

We asked Scottsdale drivers what one change they would make in the city's traffic enforcement program. One-third mention traffic enforcement issues, such as more police officers, more red light and photo radar locations and more enforcement in general.

One-fourth mention street improvements and traffic management issues.

One in twenty mention safety issues, specifically expanded driver education, outlawing cell phone use while driving, and restricting drivers' licenses among the youngest and oldest drivers.

One-fourth have no suggestions.

*"If you had the power to make one change in Scottsdale's traffic enforcement program, what change would you make?"*

|                                              | <u>%</u>          |
|----------------------------------------------|-------------------|
| <b><u>ENFORCEMENT (NET)</u></b>              | <b><u>34%</u></b> |
| More police officers                         | 15                |
| More red light photo locations               | 5                 |
| More enforcement                             | 8                 |
| More photo radar locations                   | 6                 |
| <b><u>ROADS/TRAFFIC MANAGEMENT (NET)</u></b> | <b><u>26%</u></b> |
| Improve traffic flow/reduce volume           | 8                 |
| Slow traffic/more speed bumps                | 7                 |
| Widen/improve roads                          | 2                 |
| More street lights                           | 9                 |
| <b><u>NEGATIVE ISSUES (NET)</u></b>          | <b><u>7%</u></b>  |
| Get rid of photo radar                       | 3                 |
| Get rid of red light cameras                 | 3                 |
| More flexibility by police                   | 0                 |
| Fewer photo radar locations                  | 1                 |
| <b><u>SAFETY ISSUES (NET)</u></b>            | <b><u>5%</u></b>  |
| More driver education/training               | 1                 |
| Outlaw cell phones while driving             | 2                 |
| More restrictions on drivers' licenses       | 2                 |
| Miscellaneous single mentions                | 1                 |
| None/Don't know                              | 27                |

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APPENDIX

QUESTIONNAIRE

Time Start: _____

Hello, my name is _____ and I'm calling for Behavior Research Center, a national marketing research firm. We are conducting a survey on traffic safety in communities such as yours and I'd like to speak with you for a few minutes. You may be assured that all your answers will be held strictly confidential.

A. To make sure I am speaking with the correct person, is your residence in Scottsdale? (CONTINUE) Yes...1
(THANK AND TERMINATE) No...2

B. And do you have a drivers license? (IF NO, ASK TO SPEAK TO A LICENSED DRIVER IN HOUSEHOLD) (CONTINUE) Yes...1
No...2

C. Which of the following categories comes closest to your age?
(READ EACH EXCEPT REFUSED) (CHECK QUOTAS)
18 to 24...1
25 to 34...2
35 to 44...3
45 to 54...4
55 to 64...5
65 or over...6
_____(DO NOT READ) Refused...7

1. There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?
A great deal...1
Some...2
Only a little...3
First time heard of...4
Unsure...5

2. As far as you know, are photo radar and red light cameras operating in Scottsdale? (CONTINUE) Yes, are operating...1
(GO TO Q4) No, are not...2
Don't know...3

3. Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to...(DO NOT READ NOT SURE)

	A Great Deal	Some	Only A Little	Not Sure
A. Improve traffic safety in Scottsdale	1	2	3	4
B. Cut down on speeding in the city	1	2	3	4
C. Reduce the number of people who run red lights	1	2	3	4
D. Slow down traffic in general	1	2	3	4
E. Reduce the number of collisions	1	2	3	4
F. Save taxpayer dollars	1	2	3	4
G. Prevent insurance rates from increasing	1	2	3	4

4. Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar? More careful...1
Not more careful/No difference...2
_____(DO NOT READ) Not sure...3

4a. Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there? More careful...1
Not more careful/No difference...2
_____(DO NOT READ) Not sure...3

5. In the past few months, have you seen any publicity or reporting about photo radar and red light cameras? (CONTINUE) Yes...1
(GO TO Q6) No...2
Unsure...3

5a. What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?

5b. Do you recall seeing or hearing about photo radar and red light cameras...(READ EACH; ROTATE)

Yes	No	Don't Know
-----	----	------------

A. During movie theater's pre-film advertising	1	2	3
B. In flyers sent with water bills	1	2	3
C. At demonstrations by the Scottsdale Police	1	2	3
D. On radio traffic reports	1	2	3
E. In posters or information cards	1	2	3

(IF "YES" TO ONE OR MORE IN Q5b, ASK Q5c. IF "NO" OR "DON'T KNOW" TO ALL IN Q5b, GO TO Q5d.)

5c. Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?

More supportive...1
Less supportive...2
No different...3
Not sure...4

5d. Where else have you seen or heard about photo radar and red light cameras? (RECORD ALL RESPONSES) (DO NOT READ LIST)

News on radio...1
News on TV...2
Stories in newspapers...3
Editorials in newspapers...4
(SPECIFY) Other _____5

6. In general, do you support or oppose the use of photo radar and red light cameras?

Support...1
Oppose...2
Not sure...3

(DO NOT READ)

6a. Thinking about other Scottsdale drivers, which of the following best describes how you think they feel.

Almost everyone supports it...1
Majority supports it...2
Evenly divided between supporters and opposers...3
Majority oppose it...4
Almost everyone opposes it...5
Not sure...6

6b. Why do you say that?

7. Statistics show that, 35% of collisions are due to speeding and 6% of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards: (READ EACH)

More	Less	No Change	Unsure
------	------	-----------	--------

A. Photo radar	1	2	3	4
B. Red light cameras	1	2	3	4

7a. Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?

Support...1
Oppose...2
No change...3
Not sure...4

(DO NOT READ)

8. Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?
- Strongly agree...1
Agree...2
Disagree...3
Strongly disagree...4
9. In the past year, have you personally received a citation for speeding in Scottsdale?
- (CONTINUE) Yes...1
(GO TO Q11) No...2
- 9a. Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?
- Photo radar...1
Police officer...2
Don't know/refused...3
- 9b. Would you agree or disagree that as a result of that ticket you have become a more attentive driver?
- Agree...1
Disagree...2
Unsure...3
10. In the past year, have you personally received a citation for running a red light in Scottsdale?
- (CONTINUE) Yes...1
(GO TO Q12) No...2
- 10a. Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?
- Red light camera...1
Police officer...2
Don't know/refused...3
- 10b. Would you agree or disagree that as a result of that ticket you have become a more attentive driver?
- Agree...1
Disagree...2
Unsure...3
11. Have you, or anyone you know been in a car crash in the past 12 months?
- (ASK Q12A) Yes...1
(GO TO DEMOS) No...2
Unsure...3
- 11a. Would you agree or disagree that, as a result of that crash, you have become a more attentive driver?
- Agree...1
Disagree...2
Unsure...3
12. If you had the power to make one change in Scottsdale's traffic program, what change would you make? (PRE-CODE; RECORD FIRST ANSWER ONLY)
- More photo radar locations...1
Fewer photo radar locations...2
Get rid of photo radar...4
More red light photo locations...4
Fewer red light photo locations...5
Get rid of red light photo locations...6
Slow traffic down/more speed bumps, etc...7
Widen/improve roads...8
(SPECIFY) Other...9
None/Don't know...10

DEMOGRAPHICS

(OBSERVED DATA:)

Male...1
Female...2

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? **(VERIFY PHONE NUMBER)**

NAME: _____ PHONE #: _____

TIME END: _____ TOTAL TIME: _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____

INTERVIEW DATE: _____

VALIDATED BY: _____ #: _____

Date of validation _____ Validation method: ___Monitor ___Callback

CODED BY: _____ #: _____

Date Coded: _____